

MISSOURI

Parks & Recreation

RATE CARD

SUMMER 2024 - SPRING 2025

Looking for a way to get your business in front of Missouri's park and recreation professionals?

CIRCULATION

Missouri Parks & Recreation Magazine is distributed quarterly to each member of MPRA with a print and electronic circulation of approximately 2000 parks and recreation professionals in Missouri and surrounding areas.

ADVERTISING DEADLINES

Issue	Space Reservation	Artwork Due
Summer 2024	June 7	June 14
Fall 2024	August 16	August 25
Winter 2025	November 8	November 15
Spring 2025	March 7	March 14



AD RATES

Ad Type	1 Issue		2 Issues*		4 Issues*	
	Member	Non-Member	Member	Non-Member	Member	Non-Member
Back Cover	\$635	\$695	\$585	\$635	\$500	\$550
Inside Back Cover	\$610	\$660	\$550	\$610	\$475	\$525
Inside Front Cover	\$610	\$660	\$550	\$610	\$475	\$525
Facing Inside Front Cover	\$745	\$800	\$695	\$745	\$610	\$660
Full Page	\$550	\$610	\$500	\$550	\$440	\$500
Half Page	\$500	\$550	\$440	\$500	\$390	\$440
Quarter Page	\$440	\$500	\$390	\$440	\$330	\$390
Business Card	\$390	\$440	\$330	\$390	\$280	\$330

*price per issue

AD DIMENSIONS

<p>BACK COVER</p> <p><i>Finished Print Size</i> 8.5"W x 8.25"L</p> <p><i>Bleed</i> .125" on each side</p> <p><i>Final file size with bleed:</i> 8.75"W x 8.5"L</p>	<p>INSIDE BACK/FRONT/ FACING INSIDE FRONT COVER/FULL PAGE</p> <p><i>Finished Print Size</i> 8.5"W x 11"L</p> <p><i>Bleed</i> .125" on each side</p> <p><i>Final file size with bleed:</i> 8.75"W x 11.25"L</p>	<p>HALF PAGE (H)</p> <p><i>Finished Print/File Size</i> 7.5"W x 5"L</p>	<p>HALF PAGE (V)</p> <p><i>Finished Print/File Size</i> 3.5"W x 9.75"L</p>	<p>QUARTER PAGE</p> <p><i>Finished Print/File Size</i> 3.625"W x 5"L</p>	<p>BUSINESS CARD</p> <p><i>Finished Print/File Size</i> 3.625"W x 2.5"L</p>
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Send inquiries and artwork to Missouri Park & Recreation Association
 Heather Rice, Membership & Marketing Specialist • heather@mopark.org • 573-636-3828

MPRA

E-Newsletter Advertising

RATE CARD

SUMMER 2024 - SPRING 2025

Want to get thousands of Missouri park and recreation professionals viewing your business?

If so, advertise in our monthly newsletter!

CIRCULATION

Missouri Parks & Recreation Magazine is emailed monthly to approximately 2,000 parks and recreation professionals in Missouri and surrounding areas.

IEWS: AVERAGE OF 775 PER ISSUE

ADVERTISING DETAILS

Space Reservation

Due by the 20th of each month prior. Email Heather Rice at heather@mopark.org to make arrangements.

Artwork

Camera Ready: Due by the 25th of the month prior. Email a jpg or png file in 300 dpi or higher to Heather Rice at heather@mopark.org.

Design Assistance: Due by the 15th of the month prior. If you need help with designing your advertisement, please email Heather Rice at heather@mopark.org for further assistance.

Linking Advertisement: Advertisement will be a clickable link. Please provide a web address or document to direct our readers to.

ADVERTISING RATES

Frequency	Rate (per ad)
One Time Ad	\$265
Three Ads a Year (12 month period)	\$210
Six Ads a Year (12 month period)	\$185
More Than Six Ads a Year (12 month period)	\$160

AD DIMENSIONS

300 x 200 pixels



2021 Election Information

MPRA General Elections are set to begin mid-January. All ballots will be sent electronically to the email address on file with MPRA unless you do not have a unique email address with MPRA OR you request a paper ballot.

If you are a voting member and do not have an email address on file with MPRA you will automatically receive a paper ballot. If you would like to request a paper ballot please email Gary by Friday, January 8, 2021. Only one ballot (paper or electronic) will be sent to each VOTING MEMBER. [Click here to meet the candidates!](#)

2021 MPRA Conference & Expo Updates

Registration is open for the 2021 MPRA Conference & Expo now scheduled for April 13-16, 2021 in Columbia, MO.

New deadlines are approaching:

-**January 8** - MPRA Citations and Awards and MRP Hall of Fame nominations due
-**January 15** - Scholarship applications due

[Click here](#) to apply and view more details about this years conference.

NEW: Conference Webinar Series

MPRA announces an opportunity to virtually attend educational sessions presented at the annual conference as a webinar series beginning May 6 through September 9. All who attend the MPRA conference as a Full Delegate will automatically have access to the webinar series at no additional cost.

A full delegate can now attend 10 sessions at the conference, earning 1.0 CEUs and then earn another 1.0 CEUs by going to sessions they didn't attend in Columbia. This will then provide the 2.0 CEUs required for certification. Or, if you can't make it to the conference in Columbia, you can still register to attend the Webinar Series. [Click here](#) for more details!

Don't Lose Your MPRA Benefits!

Your 2020 MPRA Membership expired on December 31st. If you have not done so already, visit the [MPRA website](#) for additional information or email Heather if you need help or have any questions.

Important Dates

January 12
Young Professionals Meeting
-Virtual

January 18
Martin Luther King Day
-MPRA Office Closed

January 19
Sports Section Meeting
-Virtual

January 20
Customer Service Workshop
Hosted by Region 2
-Virtual

January 22
Legislative Action Day
-Virtual

February 2
Park Resources Safety Day
-St. Charles, MO / Virtual

February 10
Region 3 Lunch & Learn
-Virtual

March 10
Park Resources Green Day
-Des Peres, MO

March 17
CSPI Course
-Virtual

April 1, 2021
Maintenance Workshop
Hosted by Region 2
-Columbia, MO

April 13-16
MPRA Conference & Expo
-Columbia, MO

April 21
Legislative Action Day
-MPRA Office

April 27-28
AFO Course
-Virtual

April 2021
Show Me Your Roots MO Bicentennial Event
-Statewide

YOUR AD HERE

Paid Advertisement

Region 4 Maintenance Rodeo

Due to low attendance this event has been cancelled. We hope to see everyone in 2022!

Legislative Action Day(s)

Join your MPRA friends during this blended event on **January 22** and **April 21** to help move the needle on our legislative platform. You'll have a unique opportunity to build relationships with your local representatives and senators. You alone can credibly speak to them about their home districts and the real impact that parks, recreation, and open space have on their constituents. Your voice matters! - [Register today!](#)

MPRA Winter Magazine is here!

Be sure to view the [MPRA Winter Magazine](#) and check out what your fellow members have been up to! Keep emailing Heather your submissions! Deadline for the Spring issue is **March 12!**

Grant Opportunity

The Missouri Department of Natural Resources, Division of State Parks are pleased to announce the following opportunities: Land and Water Conservation Fund & Recreation Trails Program. [Click here](#) to learn more.

CPRP & CPRE Extensions from NRPA

Due to the current challenging circumstances, NRPA and the National Certification Board will extend Certified Park and Recreation Professional (CPRP) or Certified Park and Recreation Executive (CPRE) certification expiration dates by six months **upon request**, from 3/1/2021, to 9/1/2021. Eligible parties must request an extension online through the [My NRPA tab](#) in your NRPA Profile by May 31, 2021. Please email certification@nrpa.org for more information.

Osage Beach Parks and Rec Needs Your Advice

Have you ever run into struggles with agreements from other entities? Were you able to overcome those issues? Osage Beach Parks and Recreation would appreciate your input as they are facing similar hardships. Email [Matt Vandevort](mailto:Matt.Vandevort) if you would like to help. Thanks!



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573.636.3828

If you are shopping online, use Amazon Smile and they will donate .5% of your purchase to MPRA.

amazon smile
You shop. Amazon gives.

Online Registration

In an effort to keep your information secure, we are encouraging online registration for more of our events. If you are receiving our emails, you are an MPRA member and have a login already set up in our system. If you don't know your login either check with your department director or contact the MPRA office to register over the phone. - Thanks!

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